

LAS VEGAS METRO CHAMBER OF COMMERCE | LVChamber.com | MARCH 2017

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How Raising the Minimum Wage Would Affect Southern Nevada



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KRISTIN MCMILLAN
PRESIDENT & CEO



A

s the 2017 Legislature closes its first month, the Metro Chamber has taken a strong and commanding lead on employer issues. Just a few weeks into the session, two bills were heard on potential minimum wage increases: one that would bring us to \$15 per hour over the next few years, and one that would bring us to \$12 per hour over the next few years.

Our response was swift: the Metro Chamber testified against both bills, strongly urging committee members to consider the impact and burden it would place on Nevada employers – especially those who were just able to climb out of the depths of the Great Recession and have only just now begun to rebuild and hire again. These bills represent a significant hindrance to economic growth, job creation, and the potential for upward mobility for our employers and entrepreneurs.

In addition to our testimony, we called upon you, our members. We released a survey, and you responded in both numbers and conviction. Nearly 70 percent of respondents are concerned that a minimum wage increase would affect their businesses. Coupled with a potential increase in payroll taxes, unemployment tax, and increased workers' compensation costs that accompany an increase in wages, the majority of our respondents are concerned about the increase.

Nearly 65 percent of respondents said they would be forced to change or adjust their business model – “adjustments” that include laying off employees, reducing hours, automating services, slowing down hiring, increasing prices, and even closing their businesses for good. These types of adjustments are not what we need in Southern Nevada, not at a time where growth and optimism are high and our region is still recovering from the fallout of the recession.

As you'll see in this month's feature story, there are several members who have provided their thoughts on how the proposed minimum wage increase would impact their business. These are real businesses: small, medium, and large, that would be significantly impacted by this increase. These are real stories of how this increase would very much stifle business growth. For some, it would mean potentially closing their doors.

Thank you to those who have responded to the survey and who have offered to write letters, testify, and have your voices heard as part of a strong and unified business community. It's not too late to get involved in this issue, or several others we've engaged with at the legislative session. Keep on the lookout for additional “quick” surveys. I also urge you to contact our Government Affairs team, look for Carson City Alerts in your inbox, and read “The Rundown” each Friday, all to stay in front of these issues. They matter to you. They matter to us. And that is why business matters.

"These are real businesses: small, medium, and large, that would be significantly impacted by this increase."

Wake up your smart.



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VOLUME 38 NUMBER 3

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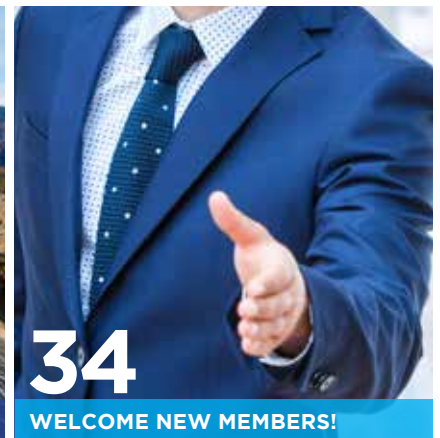
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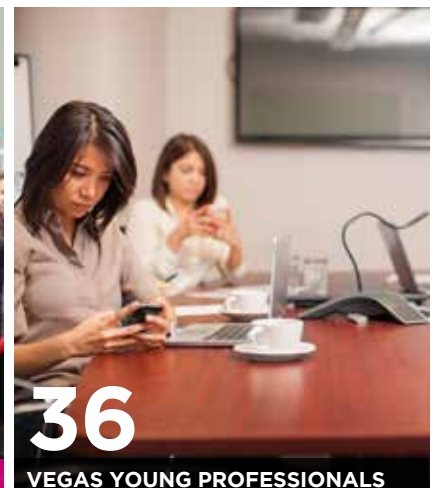
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Chamber News



Business + Education (BE) Engaged Conference Returns to Improve Educational Outcomes, Partnerships

The Business + Education (BE) Engaged Conference will return to The Smith Center for the Performing Arts on March 29. The half-day conference will once again convene business leaders with educators on how to best improve educational outcomes for Clark County School District students and ensure they are ready for the challenges of today and tomorrow's workforce. An optional luncheon will also include a keynote address from Jaime Casap, Google Education Evangelist. Doors open at 7:00 a.m., with the program beginning at 8:00 a.m. Tickets are \$20 for the conference, or \$50 for conference and the luncheon, with limited seating available. For tickets or additional information, visit thesmithcenter.com.

COCKTAILS & Special Lunchtime CONVERSATIONS Edition with Nevada Attorney General Adam Laxalt

Hear from Nevada Attorney General Adam Laxalt at a special lunchtime edition of the Metro Chamber's Cocktails & Conversations at Tommy Bahama in Town Square. This is an opportunity for you to hear from a key state leader about the issues impacting our state and the business community. Cocktails & Conversations is a fundraiser for BizPAC, the Chamber's bipartisan Political Action Committee, with 100 percent of your contribution going towards advocacy efforts on behalf of your business. Cocktails & Conversations will be held Friday, March 17, from 11:30 a.m. – 1:00 p.m., at Tommy Bahama in Town Square. Tickets are \$250 per person. For more information, visit LVChamber.com.



Vegas Young Professionals Celebrates 11 Years at MR CHOW

Nevada's largest young professionals program is celebrating eleven years of networking, connection-building, and business education. Get in the mix at the annual Anniversary Mixer at MR CHOW, the world famous destination at Caesars Palace, on Thursday, March 16, from 6:00 – 8:00 p.m. Take in the bold architecture, dine on delicious light bites, and experience a one-of-a-kind networking experience as VYP celebrates a milestone and looks ahead to another year of developing young professionals. For more information or to register, visit vegasyp.com.

**WE ARE
HIRING!**

The Metro Chamber is Looking for a Business Development Executive

The Metro Chamber is hiring a business development executive as part of its membership team. This individual will be part of a dynamic and high output team, and is responsible for recruiting businesses to invest with the Metro Chamber. This individual will sell by communicating the Metro Chamber's value proposition and return on investment on benefits offered. The ideal candidate will also sell investment benefits, upgrade prospects to higher levels of investment where appropriate, research business-related issues, and can understand and clearly articulate the Metro Chamber's role in the business community. The ideal candidate will also seek and recruit new leads and manage a portfolio of leads, a pipeline, and will be able to track appointments and opportunities. For more information or to submit your resume, please contact Donna Damron at 702.586.3826 or ddamron@lvchamber.com.



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News You Need



IRS Cautions: Be Prepared to Validate Identity If You Call

The Internal Revenue Service, as part of its outreach campaign during the busy tax season, reminds taxpayers and those with questions about their tax accounts to be prepared to validate their identity when speaking with an assistor. Recognizing the need for protecting taxpayers' identities, call center assistants may ask about Social Security numbers, filing status, information from the prior year's tax return, a copy of the tax return in question, or an ITIN number for those without a Social Security number. For more information on what you may need, visit irs.gov.

Clark County Accepting Applications for Neighborhood Grants

The Neighborhood Grants Program is designed to assist neighborhood groups in strengthening the social network of their community while dealing with important concerns. These grants produce neighborhood-initiated improvement projects, organizing initiatives, and community building programs. Now through May 1, Clark County is taking applications for these grants. For more information on the grants, its goals, and important dates, visit clarkcountynv.gov.

City of Las Vegas Offers Voting Centers Starting with 2017 Municipal Elections

City of Las Vegas voters will be able to vote at one of several convenient early voting sites, or on Election Day at new voting centers. These voting centers will replace traditional polling locations throughout the Valley and allow voters to cast their ballots at any center location, regardless of their residential address. This gives voters additional flexibility to vote close to home, work, or at the most easily accessible center for them on Election Day. These centers will be open on Election Day from 7:00 a.m. – 7:00 p.m. Primary Election Day is Tuesday, April 4. For a list of these voting centers or early voting, visit lasvegasnevada.gov.

For Your Benefit

Catch Up on the Legislature During the Carson City Call

Join the Metro Chamber for the new Carson City Call, which debuted last month as the 2017 Legislature began. This new webinar series is open to all members, and is designed to keep them engaged and informed about legislation and policies that could impact their business. During each Carson City Call, a member of the Metro Chamber's government affairs team will give an update on relevant legislation, the position the Chamber took or is taking, and how members can get involved with their legislators and with specific calls-to-action. The next Carson City Call will be Tuesday, March 7, from 11:00 - 11:30 a.m. Advanced registration is required. For more information or to register, contact Danica Torchin at dtorchin@lvchamber.com or 702.586.3834.



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featuring

**U.S. Senator
Catherine Cortez Masto**



U.S. Senator Catherine Cortez Masto was the featured speaker at the February Business Power Luncheon. During the program, she discussed important federal issues impacting Nevada businesses, and provided an overall view of the federal policy landscape.



CITY OF HENDERSON

Special Report

A P R I L

Once again partnering with the City of Henderson, Nevada Business Magazine's April issue will include an annual report focusing on Henderson. The feature will reach over 82,000 business decision-makers in the magazine and will be reprinted and used by Henderson's economic development team throughout the year.

This special report offers a unique opportunity for advertisers and reaches an elite group of businesses in Nevada as well as those looking to relocate to the area. The dual distribution includes an extensive readership as well as exposure throughout the year. Be a part of this special issue by calling Nevada Business Magazine for details.

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Working For You

GOVERNMENT AFFAIRS AND PUBLIC POLICY

FAQS FOR THE 2017 LEGISLATURE

As the legislative session gets underway, the Metro Chamber has assembled a few frequently asked questions regarding how to be involved and engaged:

Q: Do you have to go to Carson City to testify?

A: No, you can testify on any bill at Grant Sawyer State Office Building, which is located at 555. E. Washington Ave. Most of the hearing rooms are on the 4th Floor. Any Carson City Alert you receive from the Metro Chamber will have instructions on where, when, and how to testify.

Q: What is the LCB and what does it stand for?

A: LCB is short for the Legislative Counsel Bureau. It is a nonpartisan, state agency that serves both legislators in the Senate and Assembly. It provides assistance relating to legislative research, drafting of bills, and legal advice for all legislators.

Q. What is a BDR?

A: BDR stands for Bill Draft Request. A bill draft request may be submitted to the Legislative Counsel Bureau (LCB) by a legislator, state agency, or a local government entity before a bill is written.

Q: How many votes does it take for a bill to become a law?

A: Most bills take a simple majority of both the State Senate and Assembly. A bill must receive 11 votes in the Senate and 22 votes in the Assembly. Bills relating to taxation and revenue require a 2/3 vote, which is 14 votes in the Senate and 26 votes in the Assembly. The Governor can veto or sign a bill into law.

Q: Are the Legislative Committees broadcasted for the public to watch?

A: Yes, they are available to watch via the web at leg.state.nv.us/App/Calendar/A.

Q: I don't know who my State Senator or Assembly Member is. How can I find out?

A: You can check who your state Senate and Assembly members are by visiting mapserve1.leg.state.nv.us/whoRU.

Q: I want to contact my state legislator about an issue. How do I do that?

A: During the legislative session, each legislator is provided an office and a staff member to help with constituent inquiries by phone, email, or mail. You can contact your legislator by visiting leg.state.nv.us/App/Legislator/A/Senate for State Senate, and visiting leg.state.nv.us/App/Legislator/A/Assembly for State Assembly.



UPDATES AT A GLANCE

The Paul Call: Back in Session Biweekly for the Legislature!

President's Club members can take advantage of an exclusive benefit, the Paul Call, available every other week through the end of the legislative session. March calls will be Thursday, March 9 and Thursday, March 23. During each call, Metro Chamber vice president of government affairs Paul Moradkhan will give valuable information and insights on what's happening in Carson City that you need to know about as an employer. You will also have an opportunity to ask questions. For more information on the Paul Call, contact Danica Torchin at dtorchin@lvchamber.com.

Register for the Metro Chamber's Legislative Day in Carson City!

The Las Vegas Metro Chamber of Commerce's biannual Legislative Day will be Thursday, April 13, 2017.

This year's trip will be comprised of meetings with legislative leadership and legislators. We will also be

hosting a reception at Bella Fiore Wines that evening to further build relationships with lawmakers and to strengthen existing connections.

This event is open to President's Club members, Advocacy Impact members, Board of Trustees, and Government Affairs Committee members. As leaders of the Metro Chamber, we hope that you will be able to join us as we head to the State Capitol to advocate on behalf of Nevada's business community.

Check Out the All New SouthernNevadaForum.com

Check out the updated website for Southern Nevada Forum. On the brand new website, you can read about 2017 priorities, find out bill status, and learn how to get involved with the Forum. The website can be found at southernnevadaforum.com.

Register Today for the Metro Chamber's Annual Washington, D.C. Delegation

Registration is now open for

the Metro Chamber's annual Washington, D.C. trip, taking place September 25-29, 2017.

This event is open to President's Club members, Board of Trustees, and Government Affairs Committee members. As leaders of the Metro Chamber, please join us as we head to Capitol Hill to advocate on behalf of Nevada's business community on federal issues that impact employers and the Nevada economy.

The 2017 trip will be comprised of meetings with Congressional members, policy groups, trade associations, and think-tanks. We will also be hosting several receptions during the trip to further build relationships with Congressional leadership and to strengthen existing connections.

For more information on the 2017 trip, please contact Maisie Rodolico at 702.586.3846 or mrodolico@lvchamber.com. Early bird registration is available online at LVChamber.com.



In the first weeks of the 2017 Legislature, two bills were heard in the Assembly and Senate on a potential minimum wage increase for Nevada:

Assembly Bill 175

Would increase Nevada's minimum wage from \$7.25 to \$14 per hour (if an employer offers health care) and \$8.25 to \$15 per hour (if an employer does not offer health care). The rates would increase by \$1.25 each year until it reaches these thresholds.

Senate Bill 106

Would increase Nevada's minimum wage from \$7.25 to \$11 per hour (if an employer offers health care) and \$8.25 to \$12 per hour (if an employer does not offer health care). The rates would increase by \$0.75 each year until it reaches these thresholds.

The Metro Chamber's Position:

The Metro Chamber opposes both bills as proposed because of a variety of concerns, including increased costs to employers, the potential negative impact on job creation, and potential job losses. At the hearing for AB 175, Paul Moradkhan, vice president of government affairs for the Metro Chamber, expressed a list of concerns of what the economic impacts of a \$14/15 minimum wage would have on Nevada's employers and employees. During the hearing on SB 106, Jim Wadhams of Fennemore Craig, representing the Metro Chamber, reiterated the concern of the Chamber in regards to the impact on small employers, many of whom just barely made it through the recession and would not be able to absorb the burden of such an increase or the other costs associated with it, such as an increase in non-minimum wage workers' salaries, payroll taxes, unemployment taxes, and workers' compensation costs.

As the largest and broadest based business organization in the state, the Metro Chamber continues to fight on behalf of the business community to protect its members, combat policies that harm economic growth and expansion for employers, and ensure the voice of business is heard loudly – and clearly – in the halls of the Legislature.

How to Get Involved:

Contact your legislator. You can contact your legislator by visiting leg.state.nv.us/App/Legislator/A/Senate for State Senate, and visiting leg.state.nv.us/App/Legislator/A/Assembly for State Assembly.

Submit a letter or testimony. For more information, contact Paul Moradkhan, vice president of government affairs for the Metro Chamber, at pmoradkhan@lvchamber.com.

Talk to your peers, colleagues, and others in your network about the potential impacts of the minimum wage increase on your business and others.

Stay engaged on social media. The Metro Chamber will post frequently as updates occur, so be sure to follow @lvchamber on Twitter.

Read "The Rundown," the weekly government affairs enewsletter of the Metro Chamber, every Friday for important and timely updates.

Watch your inbox for Carson City Alerts when a bill is coming up for a hearing or vote. These alerts will provide a summary of the bill, the Metro Chamber's position on it, and how you can have your voice heard to your legislators to let them know where you stand on a bill or topic.

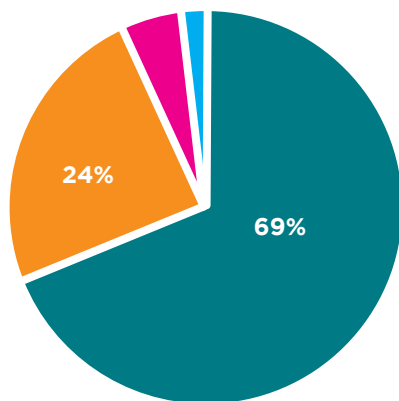
WHAT OUR MEMBERS ARE SAYING:

The Metro Chamber sent a survey to its members about how the proposed minimum wage increase would impact their business and their level of concern about the proposed legislation.

Here is how they weighed in on the topic:

Question: There are several proposals being considered by the Nevada Legislature to increase Nevada's hourly minimum wage rate. Is this a concern to you as an employer? **Note:** Today the minimum wage in Nevada is \$7.25/hour if healthcare is offered by the employer and \$8.25/hour if healthcare is not offered. The new proposals for hourly minimum wage range between \$11 (healthcare)/\$12 (no healthcare offered) to \$14 (healthcare)/\$15 (no healthcare offered), with the increases phased in over approximately five years.

- 69%** Yes, I am concerned that a minimum wage increase would affect my business.
- 24%** No, a minimum wage increase would not affect my daily operations as an employer.
- 5%** No, a minimum wage increase would affect my operations, but we could absorb the additional cost.
- 2%** I don't have enough information to make a decision.



Question: If Nevada's mandated minimum wage were to increase in accordance with the proposal noted above, do you anticipate you would change or adjust your business model?

- 64%** Yes
- 36%** No

If you answered yes... please select all that apply as to how your business model would adjust/change:

- 41%** Layoff employee(s)
- 52%** Reduce hours
- 57%** Slow down hiring of new employees
- 39%** Not replace employees who leave
- 31%** Consider the automation of services
- 58%** Increase the price of goods or services
- 14%** Close the business
- 14%** "Other" - Responses included:
 - Consider selling the business
 - Consider downsizing
 - Outsource certain services
 - Cease looking for new business opportunities in Nevada
 - Would not hire part-time or seasonal assistance

Industries represented by the Metro Chamber's survey respondents:

Accounting • Builder/Contractor • Consulting/Coaching • Education • Entertainment • Fitness and Health • Financial Services • Health Care/Medical Provider • Hotel/Motel • Industrial/Manufacturing • Insurance • Investigations and Security • Janitorial • Law • Nonprofit Organizations • Professional Services • Real Estate • Restaurant • Retail Services • Service • Special Events • Staffing and Employment Services • Technology • Telesales • Transportation • Utility • Wholesale

WHAT OUR MEMBERS ARE SAYING:

Testimonials from Southern Nevada Businesses On the Impact of the Potential Minimum Wage Increase



"Clark County Credit Union has 152 employees. I am proud to say that 42 of those employees have worked here for 10 years or longer. We have good length of tenure because our philosophy has always been that we offer a wage that is better than what is offered in our market.

Additionally, I like to offer incentives for employees performing at a high level. I regularly review market information about wages and make important decisions for our employees, but also for those we serve.

My review of wage information is critical for retention, but also is important because wage expense makes up over 50 percent of the expenses in our business. Approximately one-half of our employees would be impacted by an increase in the minimum wage, but it doesn't stop there. We also have another group of employees that make close to the proposed minimum wage and would want to make more money than those employees that are lower skilled who would receive an increase because of the minimum wage. I estimate that our wage expense and payroll taxes would increase by 10 percent or about \$1,000,000 per year.

Faced with that significant of an increase would require that I make difficult decisions. The first difficult decision would be to outsource services to businesses in other states that could offer those services with less expense than what the increased wage expense would cost. Next, I would consider more automation and technology. In both of these cases, employees may lose their jobs. Finally, any expansion of our branch footprint would be taken with much more caution both because of increased employee cost and because there are only so many ways that funds can be allocated. In all of these scenarios, I have to make the decision to limit services, whether it's the personal touch of an employee or more availability to those members we serve.

The increase in the minimum wage will negatively impact our employees, our business, and those we serve."

**- Matt Kershaw, Chief Executive Officer,
Clark County Credit Union**



"Alarmco has been in business, serving the greater Las Vegas area since 1950, and we pride ourselves on paying our employees competitively, plus a comprehensive benefits package. Alarmco, at this time, is at a point of growth, and we're happy to be able to say

that we're hiring. However, the impact of the proposed minimum wage increase – either bill as presented to the legislature in the last few weeks – would negatively impact our business and industry due to the long-term nature of our contracts and our competitive wages we currently pay. I would urge you to consider the implications of this increase on our business community before proceeding."

**- Robert Sulliman, Security Services Manager,
Alarmco**



"The minimum wage issue is emotional - it's politically charged, and it's been exploited for other goals....i.e. get out the vote, increase voter registration, secure re-election, and to demonize anyone who looks at the math instead of the emotions of the issue.

In Nevada, the vast majority of minimum wage earners also earn tips – for some, a lot of tips. The IRS, along with other agencies, has categorized tips as wages. This results in employees, as well as the business that creates these jobs, paying a host of taxes on those declared tip wages. In our restaurant, tip earners declared more than \$500,000 in tips for 2016. This means more than \$55,000 in taxes were paid by Ricardo's on those declared tips. But, when minimum wage issues come before our state legislators, many refuse to acknowledge that those declared tips are, indeed, real wages, as designated by the IRS. This ignores the negative consequences to small business, which creates 70 percent of all jobs. Further, our state Constitution does not permit a tip credit, nor is it likely to.

If the legislature increases minimum wage, it's increasing it almost entirely for those in tipped positions who already earn well above minimum wage. Left unaddressed is the issue of drift. Those team members, who, because of experience or education, are further up the pay scale ladder, will now find themselves earning seemingly less when compared to the higher minimum. Extrapolate that up through management level. Union contracts in Nevada that are tied to the minimum wage would increase as well. This leads to an inflationary environment, making it more difficult for the average person to afford goods and services. And it will lead to depressed employment for entry level folks.

Add this hike to higher taxes, higher healthcare costs, and an environment where many small businesses are just recovering from an 8 year recession. Market forces and competition will manage wages. I encourage the legislature to consider the failure of businesses in Seattle due to their recent wage increase.

For us, menu prices will increase and hours will be trimmed. We don't want to do either. Should we, and others, just close our doors?"

- Bob Ansara, Owner, Ricardo's of Las Vegas



"Cornerstone Merchant Services is a credit card processor and we meet with business owners, large and small, to assist businesses with accepting credit card transactions that suit their needs. In closely working with business owners, we also hear about how the

minimum wage will affect their business and it has not been looking good for the small or large business owners. Their concerns are that the profit margins are very small and it would not cover the increase in wage cost. Due to the commodity competition, it does not seem feasible to even pass the cost onto the consumer. Many have evaluated the possibility of keeping open while downsizing, reducing hours, etc. We certainly will be in a bind - small businesses closing permanently and larger businesses closing several of their locations just to keep their other locations open."

- Chuck Ley, President & CEO, Cornerstone Merchant Services



"Bongiovi Law Firm has represented more than 1,200 small businesses over the last eight and a half years. The vast majority of these businesses started and are still operating on a shoestring. Those that survived the recession did so by cutting costs, maximizing efficiencies,

pausing any growth, and basically doing more with a whole lot less. For years, business owners of all shapes and sizes, in all industries, held their collective breath and have only recently started to exhale.

Over the last year, we have really seen and felt signs of economic recovery, both in our clients' businesses and our own. Companies are expanding – leasing larger spaces, investing more in equipment, borrowing more money to launch new products in new markets, and hiring more people or giving raises and bonuses. In 2013, more than 40percent of Nevadans were employed by small businesses. Safely assuming that number has increased over the last three years, it's clear that small businesses have a significant and widespread positive impact both on job creation, the unemployment rate, and the continued recovery of our still-fragile economy and should not find themselves in the crosshairs of legislation like AB 175.

Just as we have dusted ourselves off from the recession, AB 175 threatens to sweep the legs right out from under us. Raising the minimum wage is far easier said than done and cannot be accomplished in a vacuum. It certainly isn't the case that this legislation passes, and suddenly workers are earning more money, with all else remaining equal. For a small business, every dollar counts. If a business owner is forced to pay a higher wage, the company's survival depends on that dollar being made up somewhere else. This usually comes in the form of increased prices on its products or services, or worse, layoffs and a decision not to hire at all. History has taught us that driving up the minimum wage contributes to inflation and job loss, while hurting the very lower-skilled workers such legislation professes to protect.

While the political campaign in favor of the increase will focus on the inability of a minimum wage worker to live a certain type of lifestyle, it will conveniently ignore the fact that few workers are actually paid only minimum wage in our economy. The U.S. Bureau of Labor Statistics reveals that most of the employees who earn only a minimum wage are young workers just starting

out, or are those in the leisure and hospitality industry who are likely eligible for tips.

Increasing the minimum wage, especially at the breakneck speed this legislation proposes, will paralyze growth and job creation, certainly among small businesses and, arguably, will also have a devastating impact on larger businesses. The question becomes – is it better to employ someone at \$7.25/hour who gains work experience and on-the-job training or allow them to be unemployed at \$0.00/hour?”

- Gina Bongiovi, Managing Partner, Corporate Consigliere, Bongiovi Law Firm



“Since 1997, we have been an outsource valet company that provides day to day valet services to difference clients throughout the Las Vegas Valley. We are locally owned and operated and employ about 30 full-time people.

Even though we are considered part of our client’s team, the service we provide is not a profit-generating center for them. We are an operational cost and come off their bottom line. They compare the benefits of securing our service to the bottom line very closely.

We are 100 percent labor-driven service and bill our clients in accordance to the trained labor we provide. In the proposal to increase the minimum wage, we would have to pass on our costs to our clients. We are not confident that our clients would be willing to absorb these increased costs and therefore we would be out of business.”

- Sherry Austin, Office Manager, Parking Solutions



“I have been a financial advisor in Nevada for more than thirty years. In that time, I have counseled hundreds of business owners and have helped them make important decisions regarding their personal and business finances.

As someone who spent several years working in a

restaurant, I am keenly aware of the need for a decent wage but as a financial advisor, I also understand that the proposed legislation would cause business owners to immediately seek out ways to reduce the impact of this increase on their businesses.

One of the primary ways to reduce labor costs is to introduce technology as a replacement for many minimum wage positions. Currently, McDonalds is introducing automated kiosks in higher wage areas as a way to order food, replacing humans at the order counter.

Earlier this week, I had lunch at Applebee’s and was told by the human server that I should order starters, drinks, and desserts from the tablet that was on our table. It is also where I paid the bill. I observed fewer servers on the floor and no visible cashier as a result of the technology. There are also plans for automated bartenders and even burger assembly robots. Every time a minimum wage is increased, technology developers smile because it makes their projects more economically viable. That’s just a fact.

This trend is underway and a higher minimum wage will accelerate its adoption. We will end up with higher hourly rates but fewer and fewer employees actually earning it. I fail to see how this provides the desired societal benefit.

According to the U.S. Bureau of Labor Statistics, the industry with the highest percentage of workers earning hourly wages, at or below the federal minimum wage, was leisure and hospitality, Nevada’s primary industry. Over half of all workers paid at or below the federal minimum wage were employed in this industry. As you are no doubt aware, Nevada is one of a handful of states with no lower hourly wage for tipped employees. Employers in the leisure and hospitality industry in Nevada, therefore, already bear a higher-than-average labor cost than do employers in most other states. Nevada has thousands of tip-earning employees whose minimum wage is approximately four times higher than the tip-earning minimum wage in dozens of other states.

In order to keep our economic recovery in place, I strongly urge you to reconsider this increased economic burden on the Nevada business community.”

- Mike PeQueen, Managing Director, Partner, HighTower Las Vegas



LEGISLATIVE TOOLKIT:



HOW TO TESTIFY

You have an issue about which you are passionate. Or, perhaps there is a bill that would directly impact your business, and you want to testify before the legislative committee – but don't know where to start. Here is a quick step-by-step guide to preparing for and giving testimony:

- Follow guidelines for your testimony's format:
 - Identify yourself and the organization you are representing
 - Identify the bill by name and number
 - State your position – for, against, or neutral
 - Provide a succinct explanation why you are taking the position, drawing from your own expertise or experiences
 - Restate your position at the end
 - Thank the committee for the opportunity to give testimony
- Keep it short – no longer than two to three minutes. Some testimony may be limited to two minutes.
- Rehearse – including anticipating any questions you may be asked and how to answer them.
- Arrive early to the designated meeting room and sign up. Follow any procedures or rules and indicate that you wish to testify.
- Bring enough copies of your statement for the entire committee.
- Do not repeat or reiterate points made by speakers prior to your testimony.
- Answer only questions you can answer fully and correctly, and answer them succinctly.
- Do not argue with members of the committee or with people giving statements opposing your viewpoint.
- Keep a copy of your statement in your files.

The Metro Chamber wants to hear from you on how certain bills would impact your business! Be sure to read “The Rundown” and watch for periodic “Carson City Alerts” to know when and where to testify. If you'd like to appear or give testimony on a specific issue or bill, please contact the Government Affairs team at 702.641.5822.

What's Happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **MARCH**.

How to Register:

Visit LVChamber.com and
click on the Events Calendar.

Call 702.641.5822.

CHAMBER UNIVERSITY

FRIDAY, MARCH 3
Energy + Economy

FRIDAY, MARCH 10

7

TUESDAY, MARCH 7 CARSON CITY CALL

Join the Metro Chamber for the Carson City Call, a webinar series designed to keep all Metro Chamber members engaged and informed during the 2017 Legislature. This call is a new way for members to stay ahead of legislation and policies that could potentially impact their businesses.

11:00 – 11:30 a.m.

Webinar – online only. Advanced registration required. Email dtorchin@lvchamber.com to register.
Open to all members.

7

TUESDAY, MARCH 7 CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

11:30 a.m. – 12:45 p.m.

**Las Vegas Metro Chamber of Commerce
575 Symphony Park Ave., Suite 100**

\$63 every six months. Guests always complimentary.

7

TUESDAY, MARCH 7 CHAMBER CONNECTIONS

Chamber Connections is a dedicated leads group comprised of professionals from a variety of industries. The group helps professionals grow their business through networking and by sharing contacts, referrals, and ideas.

5:30 – 7:00 p.m.

**Las Vegas Metro Chamber of Commerce
575 Symphony Park Ave., Suite 100**

Contact chamberconnections@lvchamber.com or call 702.641.5822 for space availability and cost.

8

WEDNESDAY, MARCH 8 MORNING MINGLE

Learn how to maximize your Las Vegas Metro Chamber membership! Attendees will have the opportunity to introduce themselves and their business, build a rapport with one another, and become part of the Metro Chamber's member network.

7:30 – 8:00 a.m. Registration & Networking

8:00 – 9:30 a.m. Program

**Ricardo's Mexican Restaurant
4930 W. Flamingo Rd.**

\$15 for Metro Chamber members

\$20 at the door

Sponsor: Wells Fargo

13

MONDAY, MARCH 13 VEGAS YOUNG PROFESSIONALS TOASTMASTERS

The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills.

6:30 – 8:00 p.m.

**Las Vegas Metro Chamber of Commerce
575 Symphony Park Ave., Suite 100**

Complimentary for guests

\$63 to join, \$39 every six months.

16

THURSDAY, MARCH 16 VEGAS YOUNG PROFESSIONALS FUSION MIXER

Celebrate 11 years of Vegas Young Professionals during a special anniversary mixer at MR CHOW in Caesar's Palace.

6:00 – 8:00 p.m.

MR CHOW

**Caesars Palace
3570 Las Vegas Blvd.**

Online: \$10 for members, \$15 for non-members

At the door: \$15 for members, \$20 for non-members

Presenting Sponsors: Station Casinos and UnitedHealthcare

Media Partner: Kristina Alexis Photography

00 - CHAMBER EVENT

00 - VYP EVENT

March Sponsors:



17

FRIDAY, MARCH 17

COCKTAILS & CONVERSATIONS LUNCHEON

During this special lunchtime installment of Cocktails & Conversations, Nevada Attorney General Adam Laxalt will share his thoughts about the issues impacting our state and the business community. This event is a fundraiser for BizPAC, the Chamber's bipartisan political action committee.

11:30 a.m. – 1:00 p.m.

Tommy Bahama - Town Square

6635 Las Vegas Blvd. S

\$250 per person

Sponsor: CenturyLink

21

TUESDAY, MARCH 21

CHAMBER VOICES TOASTMASTERS

See March 7

21

TUESDAY, MARCH 21

CHAMBER CONNECTIONS

See March 7

22

WEDNESDAY, MARCH 22

VEGAS YOUNG PROFESSIONALS BIGWIG LUNCH TIME WITH BOB BROWN & BRUCE SPOTLESON

Brown is president & CEO of Opportunity Village and former publisher of the *Las Vegas Review-Journal*. Bruce Spotleson is director of corporate partnerships for Vegas PBS and former general manager, editor, and publisher of Greenspun Media Group. Both Brown and Spotleson will share unique insights on the publishing and news world, as well as the nonprofit sector.

11:30 a.m. – 1:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Suite 100

\$20, exclusive to VYP Members. Ticket price includes lunch.

Presenting Sponsors: Station Casinos and UnitedHealthcare

Media Partner: Kristina Alexis Photography

The Paul Call

THURSDAY, MARCH 9

THURSDAY, MARCH 23

23

THURSDAY, MARCH 23

LOCAL GOVERNMENT POLICY COMMITTEE

Join the Metro Chamber, fellow members, and stake holders as we engage in the opportunity to learn about local government issues that impact businesses in Southern Nevada.

3:00 – 4:30 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Suite 100

Free and exclusive to Metro Chamber members and their employees

27

MONDAY, MARCH 27

VEGAS YOUNG PROFESSIONALS TOASTMASTERS

See March 13

28

TUESDAY, MARCH 28

NEW MEMBER ORIENTATION

Each participant will have the opportunity to introduce themselves and their business and network in a friendly and upbeat atmosphere, as well as get valuable information on Metro Chamber benefits, events, and programs.

7:30 – 8:00 a.m. Registration & Networking

8:00 – 9:15 a.m. Program

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Suite 100

This event is open exclusively to all new members of the Las Vegas Metro Chamber of Commerce. Limited to two individuals per company.

Sponsor: Nevada Drug Card

29

WEDNESDAY, MARCH 29

BUSINESS + EDUCATION (BE) ENGAGED SUMMIT 2017

Don't miss this community event for business leaders, educators, and nonprofits to help improve public school educational outcomes for the benefit of all in Southern Nevada. This event features a luncheon keynote from Jaime Casap, Google Education Evangelist. Limited seating available.

7:00 – 8:00 a.m. Doors open, continental breakfast

8:00 a.m. Program begins

Noon – 1:30 p.m.: Luncheon

The Smith Center for the Performing Arts

361 Symphony Park Ave.

\$20 – General admission

\$50 – General admission with luncheon

Tickets to this event can be purchased at thesmithcenter.com/event/b-e-engaged

MARCH MARKETING MADNESS:

EASY
WAYS
FOR
YOUR



BUSINESS
TO GET
IN THE
GAME

T

his year, the National Collegiate Athletic Association (NCAA) celebrates its seventy-ninth year of March Madness. The

tournament continues to be one of the most popular sports showcases in the world, for the sport and for advertisers. Businesses can tap into the tremendous potential of March Madness by creating contests, special offers, and fun ways to interact on social media to capture new sales, leads, and overall brand awareness.

Set up a bracket challenge. Whether you use the actual tournament as the basis, or get a little creative with the bracket to use your products, or even pop culture that pertains to your business, setting up a bracket challenge is a great way to get your customers (and potential customers) to engage with your business throughout the tournament. If you have a restaurant, for example, consider a bracket for your most popular dishes (tacos vs. burritos, filet vs. ribeye, etc.). If your business is involved with music or entertainment, consider a bracket

for the top entertainers of the last year. You can utilize free or low-cost polling tools, social media, and email marketing to spread the word and gain feedback.

Offer fan specials. When a certain college is playing, offer a special offer or discount to anyone who patronizes your business on that day wearing its gear. This helps spread the love around to several teams and appeal to the sense of camaraderie that supporting a team builds.

Consider conditional offers. If your business model allows for it, consider having an “if, then” promotion. If a game scores over a certain number of points, or if there are more than a certain number of free-throws in a particular game, a special offer can be unlocked by anyone on your mailing list or who follows you on social media. These types of offers, while a bit risky at times, can be a fun way to build excitement and traffic to your business.

Join the conversation. If your business will be live Tweeting the game, or having a promotion during

the game, let your audiences know ahead of time so they can participate in the conversation, as well.

Involve your employees. Have a team spirit day at work, and encourage your staff to engage on social media, wear team colors in support of the day, and talk up any promotions your business is conducting to customers.

Counterpoint the Madness, if it works for your business. If your business' target audience isn't sports-minded, offer a counter to the madness of March Madness. For example, if you have a spa or salon, an anti-Madness pampering package might be a great way to engage people who aren't interested in engaging with the tournament.

Let the Metro Chamber know how your business is embracing March Madness! Tweet the Chamber @lvchamber on your March Madness specials, deals, and how you're getting into the game.



JOIN US



Wed., March 29, 2017

The Smith Center

Doors Open: 7 a.m.

Continental breakfast served

Program: 8 a.m.

***Luncheon: Noon**

BUSINESS + EDUCATION (BE) ENGAGED SUMMIT 2017

Join us!

Business leaders, educators and nonprofits are actively working to improve public school educational outcomes for the benefit of all in Southern Nevada. With your participation at **BE Engaged**, we can:

- Expand programs which are improving student achievement in public schools
- Strengthen the important relationship between education and economic development
- Encourage business partnerships with CCSD leaders
- Improve the region's ability to attract businesses in the future

Luncheon keynote speaker: **Jaime Casap, Google Education Evangelist**
(limited seating available)

Tickets are \$20 for the BE Engaged program;

*\$50 for program and luncheon

Purchase tickets online at The Smith Center,

or go to: **BeEngagedNevada.com**

or **www.thesmithcenter.com/event/b-e-engaged/**

(when purchasing tickets be sure to choose Mobile Delivery – no additional charge)



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President's Club

(B) Gary Johnson

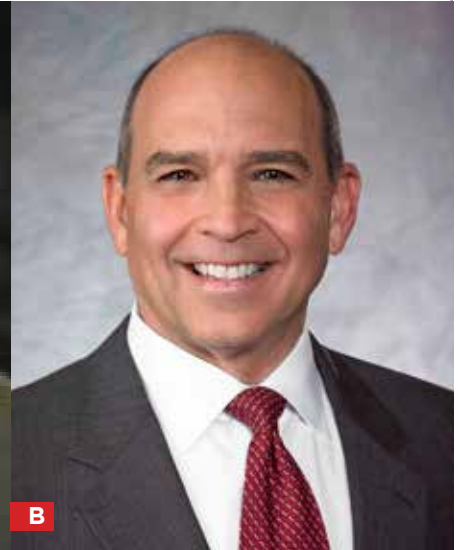
Managing Partner – Johnson Advisors, PLLC

Johnson Advisors concentrates its practice on succession, transition, and income tax planning for closely-held businesses, as well as providing audit, assurance, and income tax compliance services. Gary Johnson began his career with a national CPA firm in Las Vegas upon his graduation from UNLV in 1978. He currently serves as board member and audit committee chair of Bank of George, as trustee, audit committee chair and executive committee member of the UNLV Foundation, and membership committee chair of Allinial Global.

(A) Javier Vargas

Regional Director – Anaplan

Javier joined Anaplan in 2015 as the regional director over Nevada and Utah and brings more than 15 years of experience in management and technology consulting. Prior to Anaplan, Vargas helped many *Fortune* 1000 companies leverage disruptive technologies to increase revenues and improve profit margins. Originally from Chile, Vargas now resides in Utah and holds an MBA from the University of Utah.



(D) Lisa de Marigny

President and CEO – Showtime Tours/Mark Travel Corporation

Lisa de Marigny leads a team that is driven to be unique, be well, work well, live well, and embrace change. She grew up in the transportation business while earning a B.S. in organizational leadership from Penn State University. She joined Showtime in 2006 and is a 2012 graduate of Leadership Las Vegas. Showtime is the premier airport shuttle, charter bus, and sightseeing tour company. Showtime is celebrating more than 15 years of getting the show on the road for Las Vegas visitors and local community organizations.

(C) Chet Opheikens

VP of Business Development – R & O Construction Inc.

Chet Opheikens has been employed by R&O Construction for 23 years. He is VP of business development for R&O's Las Vegas regional office. Opheikens builds and nurtures client relationships that generate qualified construction leads and manages the pre-construction services team. He is involved in many local organizations such as NAIOP, ICSC, NPFMA, the Metro Chamber, Nellis Air Force Base Honorary Commander, and served as chairman of the board of the Henderson Development Association.

Spotlights

(E) Jay Barrett

Senior Financial Officer & Board Member – The JABarrett Company

James A. Barrett Jr. has built his entire executive career on stellar financial leadership and innovative managed planning principals. The JABarrett Company, a Nevada-based financial advisory firm, provides independent financial and organizational guidance to private businesses and their owners. Barrett served for more than 25 years as the senior financial executive and board member of Marnell Companies. Barrett served as Chairman of the Board of Trustees for the Las Vegas Metro Chamber of Commerce and is currently on the Chamber's executive committee as vice-chair of finance.



(F) Mary Beth Sewald

President –

Nevada Broadcasters Association

Mary Beth Sewald leads and serves the efforts of the Nevada Broadcasters Association to represent Nevada's broadcast industry to all constituencies, influence government officials, and to assure the financial health of the Nevada Broadcasters Association. Her previous positions held include general manager of the NBC affiliate, KRN TV, in Reno, where she managed and developed a staff of 110 broadcast professionals. She earned an Emmy Award for a documentary she wrote and produced in Las Vegas on methamphetamine abuse and education.

(G) Ed Cassidy

Vice President, Marketing – Las Vegas Review-Journal

Ed Cassidy is vice president, marketing of the *Las Vegas Review-Journal*, Nevada's largest and most widely read news and information source in Nevada, northern Arizona, and southern Utah. He leads marketing initiatives of the *Review-Journal's* strong portfolio of print and digital niche products, including *Luxury Las Vegas* magazine, *El Tiempo*, and *Las Vegas Business Press*. Prior to joining the *Las Vegas Review-Journal* in 2016, Cassidy held the position of vice president, communications and event marketing for USA TODAY.



(H) Justin Cohen

President – IMI

Justin Cohen is the president of IMI. With 15 years spent focused on growing clients' businesses, he possesses a unique collection of marketing and leadership skills. He is a 2015 graduate of Leadership Las Vegas, a trustee of the Outside Las Vegas Foundation, and a veteran Wish Granter for Make a Wish of Southern Nevada. Cohen hails originally from Boston and attended Cornell University. He lives on the Westside with his wife, Georgette, twins Parker and Reed, and IMI pug, Harley.



Clean Energy

at the Forefront of CSN's Curriculum, Operations

A

t the College of Southern Nevada (CSN), school officials know they must stay on top of industry trends, whether it's technological innovation, workplace trends, or wholesale social changes that can affect business and industry.

One such example is clean energy, covering everything from wind energy to farms to hybrid vehicles. Governor Brian Sandoval has declared this is the Year of STEM Education in Nevada, with clean energy being one of those areas of focus.

CSN has long incorporated clean energy into its operations and curriculum. Information covering solar panel energy is infused into its heating, ventilation, air conditioning, and refrigeration program. The college relies extensively on the latest natural gas technology, and CSN has established itself as a leader in alternative fuels and hybrid vehicle repair.

While college officials are pleased to do whatever they can to help the environment, the truth is they have dedicated themselves and the college to these clean energy programs for another reason: industry demands it.

"They need technicians who understand the issues, the hazards, and who can solve the problems that don't exist with traditional technology," says John Ventura, an instructor and program director at the college.

Ventura has overseen the program and expansion of CSN's alternative fuels and hybrid technology endeavors, which began a decade ago when the transportation programs acquired several hybrid vehicles.

Since then, of course, the hybrid and electric vehicle market has exploded, and it is expected to see continued growth in the future.

This past year, the college introduced an Associate of Applied Science degree in Alternative Fuels and Hybrid Technology.

Ventura says local repair shops and dealerships have expressed concern about training mechanics "from the ground up" on hybrid and electric vehicle technology. They want, instead, for mechanics to come to them with that knowledge already in place.

That's where CSN comes in. CSN students are frequently placed in those shops as apprentices, armed with knowledge about batteries, generators, electronic steering, and regenerative braking systems not seen in traditional vehicles.

The college is equipped with several hybrid vehicles, as well as simulators, for the students to work on. In fact, they recently acquired a hybrid Freightliner tractor-trailer rig.

"We've taken this to a whole new level," Ventura says.

Electric and other alternatively fueled trucks are expected to become more popular in the coming years, and CSN wants to make sure its students are ready for that change.

Ventura says they are not done yet, though. As electric vehicles become more popular, that training takes on greater emphasis.

"We have to give the business community what it wants," he says. "And besides, at the end of the day, we have an environment that needs protecting. I want my great grandchildren to enjoy it the same way I have."

*By College of Southern Nevada,
csn.edu*

PRESCRIPTION SAVINGS

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POLLEN COUNT

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WWW.NEVADADRUGCARD.COM

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Montelukast 10mg	30qty	\$132.67	\$17.36	86%
Xyzal 5mg	30qty	\$149.07	\$121.00	18%
Levocetirizine 5mg	30qty	\$74.99	\$39.39	47%
Clarinet 5mg	30qty	\$292.02	\$215.00	26%
Desloratadine 5mg	30qty	\$104.99	\$48.97	53%

*Discounted prices were obtained from participating pharmacies. Prices vary by pharmacy and region and are subject to change.

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Save up to 75% on your prescription medications with Nevada Drug Card.

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- Easy ways to nominate
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Program Partners:



Member News

RED - PRESIDENT'S CLUB MEMBER



Upcoming Events

Photographer Andrew Feiler has put together an exclusive fine art exhibit to be displayed down the front hallway of the **Las Vegas Natural History Museum**, now through the end of March. Titled 'Naturally Nevada' and 'The Wild World,' the dual collection boasts creatures of local surroundings as well as landscapes and habitats from across the globe. For more information, visit lvnhm.org.

Nathan Adelson Hospice hosts its annual Flair for Care Fashion Show on March 10, in partnership with **Wynn Las Vegas**. This year's fashion show will feature the 2017 Fall Collection of international designer Yigal Azrouël. For more information, visit nah.org.

R & O Construction is proud to support the Fourth Annual Military Charity Sporting Clay Shoot to benefit children of fallen heroes. The event is March 11, at the Boulder City Pro Gun Club. For more information, email Chet Opheikens at cheto@randoco.com.

Downtown Summerlin is hosting a Tip-off Tailgate block party in partnership with **Red Rock Casino** to kick-off basketball finals. The event takes place March 16, from 2:00 - 10:00 p.m. on Park Centre Drive and includes a paid VIP tent along with family-friendly experiences that are free and open to the general public. For more information, visit downtownsummerlin.com.

Montevista Hospital's Outpatient Clinic will host an open house Friday, March 17. It is open to the public from 10:00 a.m. - 5:00 p.m., with snacks and beverages provided. From 11:30 a.m. - 1:00 p.m., there will be a lunch and learn education program. For more information, visit strategicbh.com.

Brightwood College hosts its first Spring Fling Open House and invites the community to view its new facility. The event will include campus tours, simulated medical clinics, food, vendors, and prizes. The event is March 24, at 3535 W. Sahara Ave., from 10:00 a.m. - 1:00 p.m. For more information, call 702.579.3548.

Vegas PBS is accepting original story submissions for the 2017 PBS KIDS Writers Contest, which is designed to promote the advancement of children's literacy skills through hands-on, interactive learning. Stories are due Friday, April 7, at 5:00 p.m. For more information, visit vegaspbs.org.

Community Service

This January, **St. Rose Dominican Hospitals** encouraged employees to take part in The Great Kindness Challenge, which includes a suggested 50-item Acts of Kindness checklist to complete throughout the month.

City National Bank has provided Global Robot and Drone Deployment with a \$2,500 donation to help fund ongoing programs and research for this new and emerging industry.

Announcements

WGU Nevada launched a new scholarship program in partnership with the Southern Nevada Cybersecurity Alliance. Applications are being accepted through March 15, and guidelines and the application can be found at wgu.edu.



JAG Nevada announced the appointment of Sandra Douglass Morgan to its Board of Directors. Morgan is the Director of External Affairs for Las Vegas and southern Nevada for **AT&T Nevada**.



Quincy L. Branch, president & CEO of **Branch Benefits Consultants**, was appointed to the Federal Advisory Committee on Insurance, a committee that advises the Federal Insurance Office.

Johnson Advisors appointed Kevin Diec and Youself Muradian to staff accountants and Justin Thornley as the offices new intern.



CBRE announced that Jennifer Henderson has joined the firm's asset services team as associate director. Henderson comes to CBRE with more than 20 years of experience.

Opportunity Village announced its participation in Together for Choice, a new coalition that is launching a national initiative to find solutions for the growing shortage of suitable housing and vocational opportunities for individuals with intellectual and developmental disabilities.

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements as a benefit of membership. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

Congratulations

Make-A-Wish Southern Nevada celebrated the opening and dedication of their nearly 7,000-square-foot of office space generously donated by **Allegiant Travel Company**. The nonprofit organization began occupying the space at a cost of \$1 per year.



Kolesar & Leatham, an independent business law firm, celebrated the 55th anniversary of former Governor Robert List's admittance to practice law in Nevada.

Lisa Ross, Accreditation Specialist for the College of Osteopathic Medicine at **Touro University Nevada**, completed her certification from The National Board for Certification of Training Administrators of Graduate Medical Education.

Nevada Donor Network (NDN) helped save and heal more lives than ever before on behalf of heroic organ, eye, and tissue donors. In 2016, the team facilitated donations from 107 organ donors, which resulted in 362 transplanted organs.

Wheeling and Dealing

Clark County Credit Union recently redistributed more than \$3 million in dividends to its 40,000 members, totaling \$56 million paid out since 2001.

Brownstein Hyatt Farber Schreck announced the formation of its American Indian Law & Policy Group. The American Indian Law & Policy Group represents tribes and their business partners throughout the U.S.

DC Building Group was selected as the general contractor for the new Chevron and Liberty Tech & Tire at 770 E. Horizon Drive in Henderson.

Commercial Executives Real Estate Services recently represented David M. Gherig & Associates in the sales of 7,800 square feet of retail space, located at 5110 E. Washington Ave. The transaction is valued at \$500,000.

Splendor in the glass

— 28th ANNUAL —



SATURDAY, MARCH 11, 2017 • 4 p.m. to 8 p.m.

Crimson at Red Rock Casino Resort & Spa

\$90 Advance Reservation \$100 at the Door

Casual Attire

Available online at VegasPBS.org/wine (or in person at Vegas PBS)

Enjoy the tastes of up to 40 wineries and breweries courtesy of Southern Glazer's Wine & Spirits, along with a silent auction and entertainment.

Sponsorship Opportunities Available

For information, please contact **Amanda Gordon** at 702.799.1010 x5344 or agordon@VegasPBS.org

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VETERANS VILLAGE/SHARE

Veterans Village/SHARE, opened its newest residential location downtown at 50 N. 21st St. It offers a unique and innovative approach to holistic and comprehensive housing for veterans, with 24/7 crisis intervention center intensive support services. Call 702.624.5792 or visit vvlv.org.



TARRALYN'S BEAUTY PALACE

Tarralyn's Beauty Palace, located at 4085 N. Rancho Dr., Ste. 130, commemorated its grand opening with community partners and the Metro Chamber. Tarralyn's Beauty Palace offers celebrity hair stylists, manicures and pedicures, lashes, and facials. Call 855.946.8277 x.4, or visit tarralynsbeautypalace.com.



PLANTONE'S ITALIAN MARKET

Plantone's Italian Market, located at 8680 W. Warm Springs Rd., celebrated its grand opening with the Metro Chamber and its volunteers. An inviting place to enjoy freshly prepared, high-quality Italian fare, Plantone's offers pizza, pastas, salads, subs, beer, and wine. Call 702.478.9098 or visit plantonesitalian.com.



FITLAB LV

FITLab LV celebrated its grand opening and new location at 6210 Annie Oakley Dr., Ste. 108. FITLab offers programs to take your fitness to the next level, setting you on a clear path to becoming a healthier, better version of yourself. Call 702.660.3144 or visit fitlablv.com.



SQUEEZE IN ON EASTERN

Squeeze In on Eastern announced its location at 8876 S. Eastern Ave., Ste. 100. Squeeze In is all about happy guests and happy associates. They promote great food, great service, and a fun culture. Call 702.485.5847 or visit squeezein.com/las-vegas-nv-eastern/ for more information.



LOS CUCOS MEXICAN CAFÉ

Los Cucos Mexican Café announced its grand opening at 7315 Arroyo Crossing Pkwy. Its mission is to serve the freshest authentic Mexican food at the best possible value, in a fun and festive environment, where service is second to none. Call 702.614.0062 or visit locusoc.com/vegas.html.

SPONSORED BY:



To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



GEOTAB

Geotab announced its Customer Experience and Innovation Center. Geotab's open platform and marketplace, offering third-party solutions, helps businesses better manage their drivers and vehicles by extracting accurate and actionable intelligence from real-time and historical trip data. Call 877.436.8221 or visit geotab.com.



SHADES OF GREEN RADIO TALK SHOW ON KDWN

The Shades of Green Radio Talk Show on KDWN from Green Alliance brings timely and relevant topics and guest speakers to talk sustainability. This show informs listeners of the most up-to-date information on policy, innovation, products, and services in the industry. Call 702.400.2428 for more information.



EXPRESS AIR MEDICAL TRANSPORT

Express Air Medical Transport announced its grand opening. It is a veteran-owned, fixed wing, direct operator providing bed-to-bed medical transportation services, coordinating everything from insurance to ground transportation. Call 800.304.8094 or visit expressairmedicaltransportation.com.



BRIDGESTONE TIRES OF SILVERADO RANCH

Bridgestone Tires of Silverado Ranch, located at 360 E. Silverado Ranch Blvd., commemorated its newest location. Its new store on Silverado Ranch is the 16th Firestone Complete Auto Care location in the Las Vegas Metro area. Call 702.407.0645 or visit Firestonecompleteautocare.com.



SLEEP NUMBER

Sleep Number continues to redefine the mattress shopping experience with the opening of its newest store in Town Square Las Vegas. Sleep Number goes beyond a one-size-fits-all approach of other mattress retailers. Call 702.757.2204 or visit sleepnumber.com.



ERA BROKERS CONSOLIDATED

ERA Brokers Consolidated celebrated the grand opening of its new building with Mayor Carolyn Goodman, Councilman Bob Beers, other local dignitaries, and the Metro Chamber. ERA Brokers Consolidated is a brokerage infused with proprietary real estate technology. For more information, visit erabrokers.com.

TAP INTO MARCH

Plan Your Tax Strategy

By Scott Taylor, CPA, Shareholder with PBTk

Your heart is pounding and you can't breathe. Is it a heart attack or have you just received an IRS notice in the mail? The symptoms can often be the same! For many, preparing their taxes is their own version of March Madness, though the basketball version can be stressful too! Few items strike fear into the heart of a business owner quite like the words "IRS audit" or even the receipt of an unexpected IRS notice. Around our accounting firm, I endearingly call these notices "love notes from the IRS."

Companies can't always prevent an audit, but they can take steps to reduce IRS scrutiny or inquiries. Taxpayers can always be prepared to defend the business if they receive a dreaded letter of any kind. In light of college basketball season, take a team approach to avoid receiving one of these audit letters. Work with your CPA (your coach) to identify common audit triggers that may show up on your own personal or business tax return.

STRONG OFFENSE IS BEST

You can't win without putting the ball in the hoop – so an offensive strategy is key to staying ahead in the tax game. The IRS is more likely to scrutinize certain types of businesses, such as those that are primarily cash-based. You're probably not going to change your industry, so focus on things you can control, namely your tax returns and detailed reporting habits. One play option is to minimize turnovers or errors by keeping meticulous records and working with a reputable tax advisor. Certain "shots" on a tax return items are likely to raise red flags with the IRS. These include:

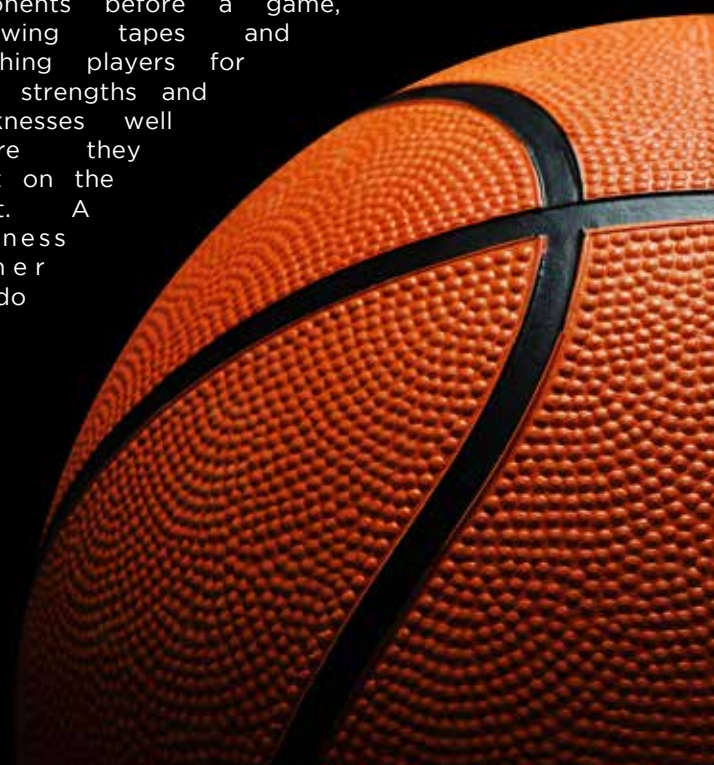
- Significant inconsistencies with previous years' filings (don't make the same mistaken bad "shot")

- Understated or overstated income (yes, sometimes too many "shots" or unrealistic income to increase tax credits, is the source of notice)
- Errors related to employee compensation (such as S-Corporation too low salary or none or independent contractors)
- Miscalculated, estimated, or unusually high deductions
- Expense and gross profit margin disparities compared with other businesses in your industry (just an inconsistent coach or weak game plan)

It's critical to have supporting material ready at a moment's notice. The tax code generally requires businesses to maintain detailed tax-related records for at least three years from the due date of the return – the normal statute of limitations for an IRS adjustment, unless items are substantially misstated.

KNOW THE PLAY BOOK

Good athletes research their opponents before a game, reviewing tapes and watching players for their strengths and weaknesses well before they meet on the court. A business owner can do



RESEARCH MADNESS: How to Avoid an IRS Audit

the same thing with the IRS – research their tendencies and triggers for initiating an IRS audit. Through years of experience and data, it is possible to identify these IRS audit triggers and plan for them. Common pitfalls in business owners' tax returns are:

- Home office deductions – this may be the most common area that business owners try to include questionable deductions
- Estimates instead of specific dollar amounts
- Rounded numbers instead of exact amounts
- Inaccurate reporting
- Missed legal changes such as not understanding new and current laws

BUT HAVE A VIGOROUS DEFENSE

If, despite your best efforts to file accurate returns, you receive an audit letter, don't panic. Contact your tax advisor (coach) immediately with an executed Power of Attorney and remember to stay out of the IRS's huddle. Make sure your advisor requests to postpone your audit so necessary preparation is coordinated.

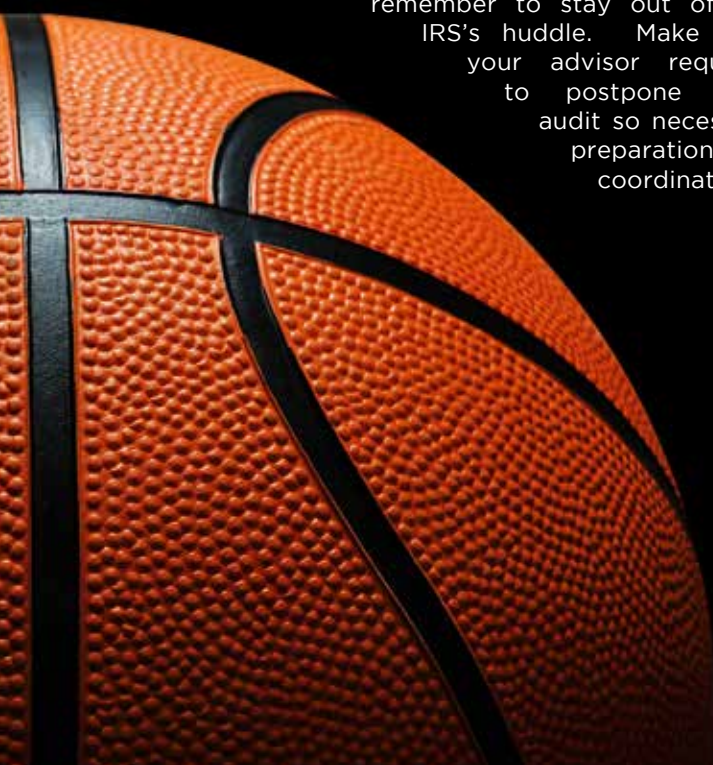
Follow instructions from the advisor by assembling only necessary documents that are specifically directed. Generally, the IRS provides a detailed list of intended review and scope. Only the documentation required to make your case should ever be provided. If difficult tax issues, conflict or fraud allegations arise, let your tax advisor take over the game plan.

SETTLE THE SCORE

Even if errors are proven and were unintentional, it's likely that some settlement payment will be required. These circumstances require your advisor to creatively and aggressively negotiate for the taxpayer to avoid unnecessary penalties. Be prepared for this day, since any financial damage can be minimized with proper coaching. If business owners and individuals are prepared, that dreaded "love note" will not cause a follow-up appointment with their physician.



Scott Taylor, CPA is a Shareholder with Piercy Bowler Taylor & Kern, the largest locally-owned accounting firm in Las Vegas, now with offices in Reno and Salt Lake City. He has never seen a three-pointer that he didn't want to take (plus he's always up for a good jump shot). He doesn't get to play basketball as much as he'd like, but you can still find him supporting the sport. Although he is a BYU grad, he cheers for his hometown Runnin' Rebels and has had season tickets for the past 40 plus years. Contact Scott at staylor@pbtkt.com with any questions about tax planning or preparation strategies.





WELCOME NEW MEMBERS!

Welcome to the newest members of the Las Vegas Metro Chamber of Commerce. Please be sure to meet them at an upcoming event, or check out their business online at LVChamber.com on the member directory.

PRESIDENT'S CLUB:

Barrick
Christina E. Roush, P.C.

Furniture Fashions 1
Vegas Golden Knights

10 NINE Design Group
10x Effect Strategic Consulting
**A Wireless Verizon Premium
Retailer**
All for Health, Health for All, inc
All in One Business Resources
A-P Medical Group
**Basement: A Live Escape Room
Experience**
Big 5 Sporting Goods
Biomat Las Vegas
**Black Bear Diner -
Las Vegas Blvd South**

Black Bear Diner - West Tropicana
Green Alliance of Nevada
Grifols Plasma Operations
IHOP
J Dog Junk Removal & Hauling
Kristina Alexis Photography
Legacy Inventory Service
Love's Storage Solutions
Mann Mortgage
Mathnasium of Aliante
Muscle Maker Grill
Pat's-n-town Commercial Cleaning

Pinot's Palette
Redneck Riviera
Smart Choices
Source of Knowledge
**Starbucks Coffee
Company|Branded Solutions**
Sunrise Pediatrics
Talecris Las Vegas
VegasVisitor.net
**We Care Behavioral Health Agency,
LLC**
Zaba's Mexican Grill

Members joined from January 15, 2017 to February 15, 2017

Connect with your digitally overloaded
customers through direct mail.

THE RESULTS MAY SURPRISE YOU.



MAKE • AN • IMPACT

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Vegas Young Professionals

Presenting
Sponsors



Upcoming
Events

**THURSDAY, MARCH 16
ANNIVERSARY FUSION
MIXER AT MR CHOW**

Celebrate 11 years of Vegas Young Professionals at one of Las Vegas' most renowned dining and nightlife destinations!
6:00 – 8:00 p.m.

**WEDNESDAY, MARCH 22
BIGWIG LUNCH TIME
FEATURING BOB
BROWN AND BRUCE
SPOTLESON**

Hear from these publishing, news, and nonprofit bigwigs on their professional journeys, and insights learned along the way.
11:30 a.m. – 1:00 p.m.

**Register for these events
at VegasYP.com.**



Productivity In The Digital Age

By Danica Torchin, VYP Coordinator

Staying productive during work can seem impossible. When you have 24/7 access to cat videos, BuzzFeed quizzes, and online shopping, it can be hard to stay productive at work, meet deadlines, and have the motivation to get back to work. Young professionals can very easily get distracted at work, but it's important to know when to hide those tabs and get back to the task at hand. Check out some quick tips to keep you away from the Google machine by keeping you productive at work.

LIMIT MULTITASKING

One of the main reasons we procrastinate at work is because we get overwhelmed by all of the projects that need to be completed. Millennials have a great sense of multitasking, but sometimes, when we have such a large workload, the quality of the work can suffer. While multitasking is a great skill to have in life, it can also make you less productive. To stay productive and keep the quality of your work from suffering, it's important to prioritize your projects, limit multitasking, and focus on one piece of work at a time.

TAKE REGULAR BREAKS

When you finish a project or you complete a task, go ahead and reward yourself with a quick five-minute break. Taking a break away from the computer is a great way to remind yourself that your office space is for work and not play. Whether you take a walk around the office or sit in the conference room to check Facebook, it's beneficial to overall productivity to keep your work and play spaces separate.

PLAN YOUR WORKLOAD

A lot of professionals underestimate how much time they will need to complete a project, so they end up procrastinating most of the project right up to the deadline. To stay productive when working on a project, take some time to plan out what you really need to do. Planning your workload and scheduling your work day will help you stay on track and finish projects before their deadlines.

ELIMINATE DISTRACTIONS

This might seem like a no-brainer, and it also might seem very difficult to do, but eliminating all of those unnecessary distractions will really keep you productive. Put your phone



Fusion Mixer

@

PKWY TAVERN



Vegas Young Professionals learned that networking *can* be fun and games at the February Fusion Mixer at PKWY Tavern. Thank you to all who attended!

Photo Credit: Kristina Alexis Photography, VYP mixer photographer



on do not disturb, lock your office door (if applicable), or head to a quiet place, like a conference room or empty office, to finish your project.

Knowing when to click out of extra windows and get back to work is no easy task. Distractions are bountiful

at the office, so it's important to stay focused and complete your work so you aren't stressed by deadlines and tempted by procrastination. It takes time and practice, but with proper planning and discipline, you can stay productive in the digital age.

The Final Word

FEBRUARY ACCOMPLISHMENTS

In February, the legislative session began in Carson City, with the Metro Chamber engaging on the ground every day to fight on behalf of its members. The Chamber also launched several new resources to help members stay involved with legislation that would affect them. Here are just a few of the ways the Metro Chamber engaged with you in February:

- Launched the Carson City Call to keep Chamber members engaged on how the government affairs team is working on behalf of the business community during the 2017 Legislative Session.
- Premiered its legislative agenda, “Why Business Matters,” detailing its four underlying principles during the Legislature and areas of priority in which it would actively engage during the session.
- Heard from Nevada’s newest Senator, U.S. Senator Catherine Cortez Masto, as she addressed the business community on the federal issues impacting Southern Nevada during the Business Power Luncheon at the Four Seasons.
- Recognized employees for their dedication to excellent customer service at the first Customer Service Excellence recognition program of the year and celebrated our first Five Star Award winner, Brian Iwamoto with Triple George Grill.
- Opened the Metro Chamber’s legislative office in Carson City.
- Learned how to “fall in love with data” and gained knowledge about the gathering and utilization techniques companies use to collect customer information at the Vegas Young Professionals’ Business 101 seminar.
- Connected young professionals in a fun and high-energy atmosphere at the VYP Fusion Mixer at PKWY Tavern.
- Mingled with fellow new members and created meaningful Chamber partnerships at the New Member Orientation.
- Welcomed Chamber members to Fogo de Chao to help facilitate making important business connections at Business After Hours.
- Informed members on the State Sponsored College Savings Program, discussed financial business strategies, and email marketing campaigns during Chamber University.



THE COST OF PEDIATRIC HEALTH



4 out of 5 deaths in children under age 5 are caused by infectious, neonatal, or nutritional conditions

**10,380
PER YEAR**

Approximately 10,380 children under the age of 15 will be diagnosed with cancer in 2016.

5.5%
WITHOUT INSURANCE

5.5% of children under 18 years old don't have health insurance.

Ways to Get Help



Talk with your doctor



Vaccinate your children. Immunizations save lives.



Learn more about Pediatric Health



Save on medications with Nevada Drug Card

Savings with Nevada Drug Card

		RETAIL PRICE	DISCOUNTED PRICE	% OFF
Azithromycin 100mg/5ml	15ml(1bottle)	\$40.34	\$31.49	22%
Montelukast 10mg TAB	30qty	\$36.52	\$33.16	9%
Vigamox 0.5%	3ml(1bottle)	\$187.29	\$162.67	13%
APAP/Codeine 120/12mg	5ml(1pack)	\$18.22	\$6.44	65%
Methylphenidate HCL 5mg TAB	30qty	\$19.90	\$15.27	13%
Mupirocin 2% Cream	15g(1tube)	\$154.82	\$87.05	44%
Dextroamph/Amph 20mgTAB	30qty	\$45.60	\$32.90	28%

*Discounted prices were obtained from Walmart pharmacy in September 2016. Prices vary by pharmacy and region and are subject to change.

For More Information



For more information or to order hard cards, please contact:
Suzanne Domoracki
suzanne@nevadadrugcard.com



Pharmacy Coupon | Prescription

Coupon MBR ID: Enter Year & Time
(Example: Year 2016; Time 9:14; Enter ID 20160914)

RxGRP: NVRX

RxBIN: 610709

Las Vegas Metro
CHAMBER OF COMMERCE

This coupon has no expiration date and is reusable on brand and generic Rx's. Savings can be as high as 75%.

PATIENT INSTRUCTIONS: This card/coupon is pre-activated and can be used immediately. Present this card/coupon to any participating pharmacy to receive a discount on prescription medications.

PHARMACEUTICAL INSTRUCTIONS: Submit as a primary claim (cannot be processed as secondary) using the following pharmacy processing information. For processing questions and comments please call the Pharmacy HelpLine below.

Customer Service: 877-321-6755 Pharmacy HelpLine: 800-223-2146

This program is not insurance. This is a point-of-sale discount plan.

COCKTAILS & CONVERSATIONS



FRIDAY, MARCH 17, 2017

SPECIAL LUNCHEON EDITION

featuring

Nevada Attorney General Adam Laxalt

11:30 a.m. - 1:00 p.m.

Tommy Bahama - Town Square | 6635 Las Vegas Blvd. S.

Sponsor:



**TO REGISTER OR FOR MORE INFORMATION,
CALL 702.641.5822 OR VISIT LVCHAMBER.COM**

MARCH 2017



**ANNIVERSARY
FUSION
MIXER
at
MR CHOW**

**Thursday, March 16
6 - 8 p.m.**

MR CHOW @ Caesars Palace
3570 Las Vegas Blvd. S.

**Register now at
VegasYP.com**